

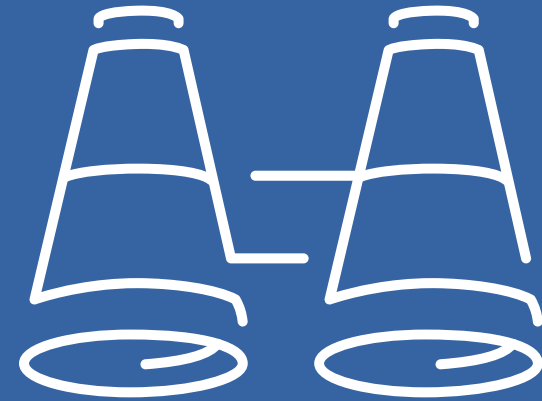


Governments on **facebook**
Reaching, impacting, and
activating citizens at scale



Crystal Patterson

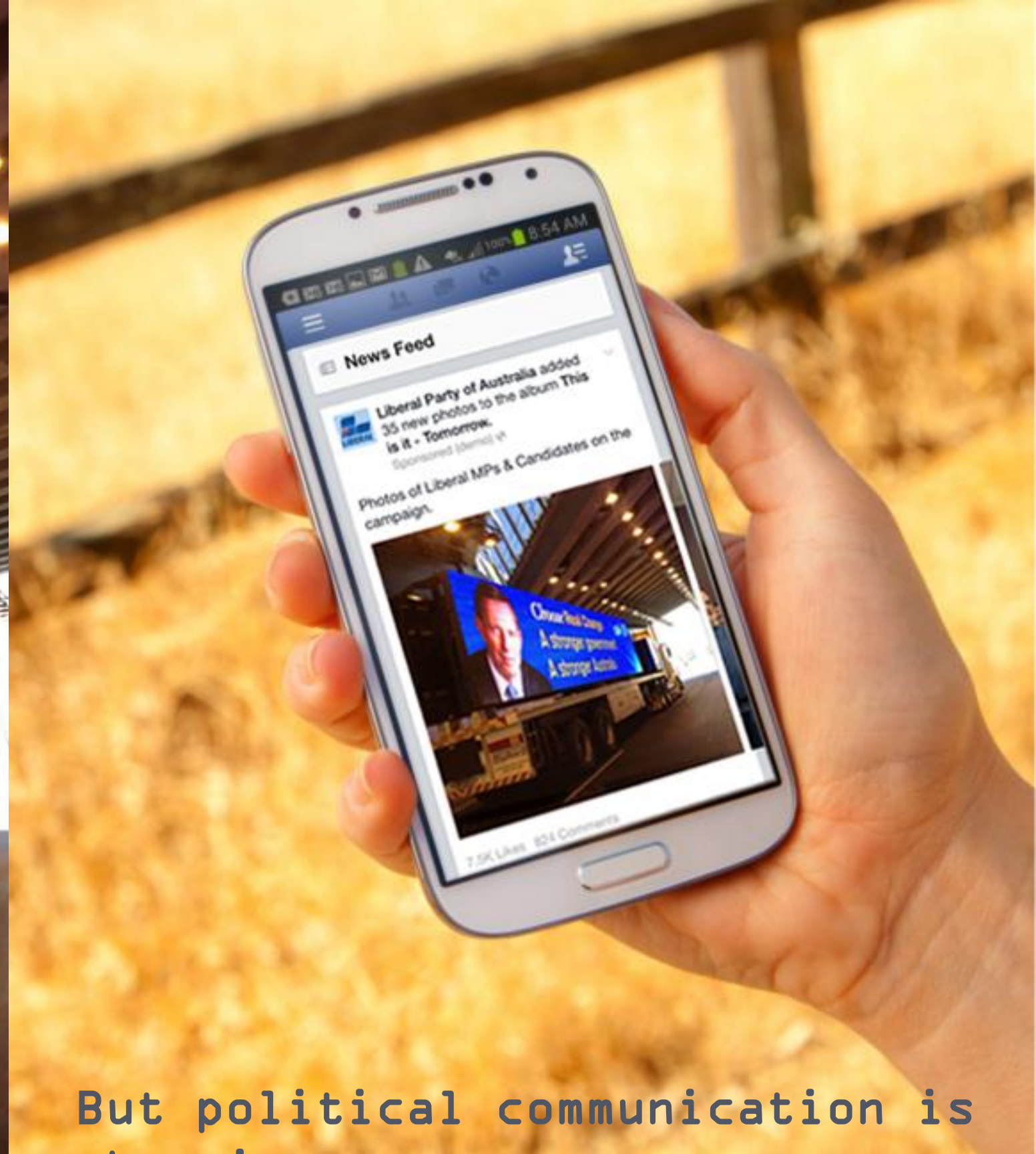
Manager, Politics and Government Outreach



The big picture

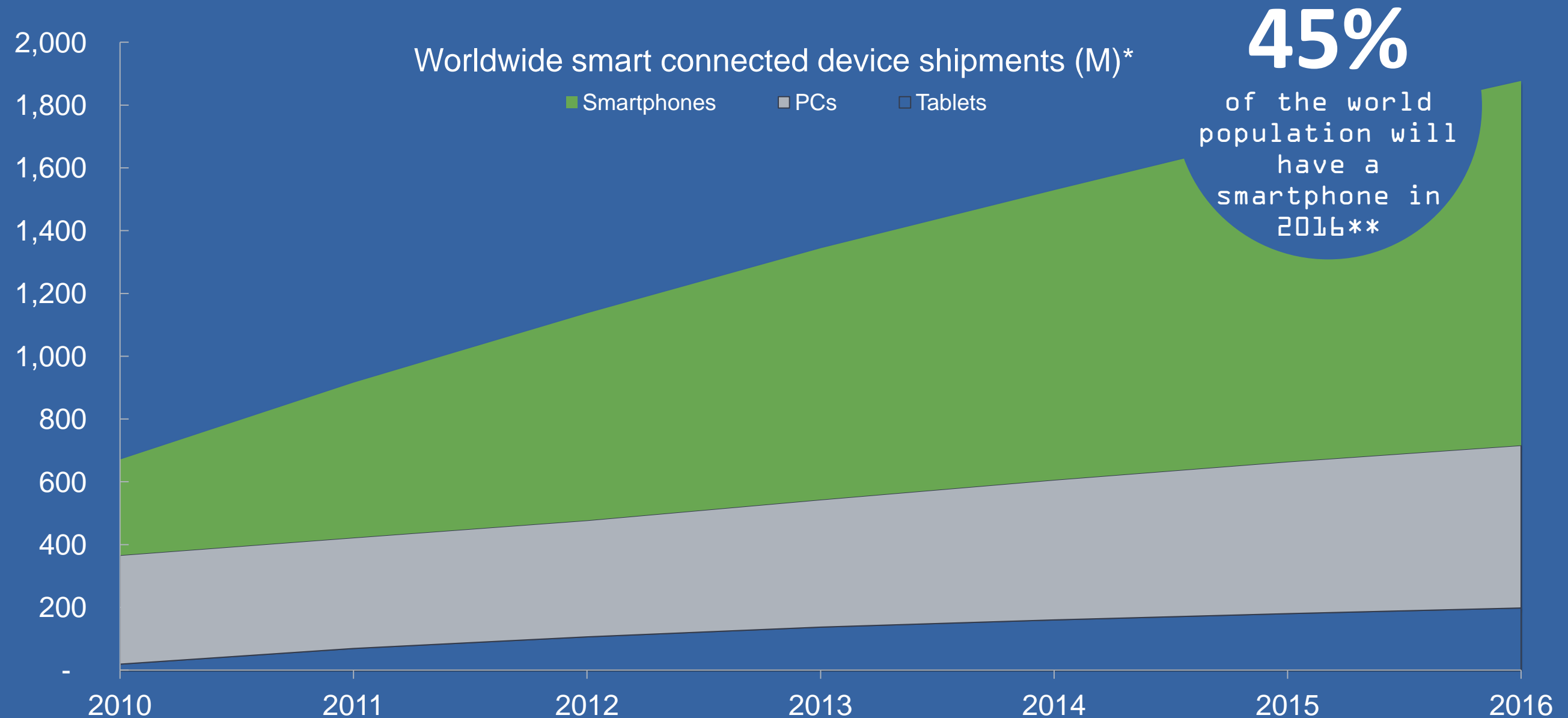


This used to be



But political communication is

The Internet is shifting to mobile



Source: *IDC, **IC4D 2012 Maximizing Mobile, World Bank, July 2012

People no longer trust media-filtered information

According to Nielsen surveys...

Only

47%

of people trust TV,
radio, and
newspapers

But

92%

of people trust
word of mouth
from friends &
family

Source: Nielsen's Global Trust in Advertising Survey, April 2012

Reach everyone you need to
win...**everywhere**

- Define your goals
- Offer great content
- Engage your audience





Content is king

The Basics of Your Page

1	Choose a lasting page name & URL
2	Set appropriate administrator roles
3	Publish Comments Policy
4	Inform content and ads with Page Insights
5	Schedule and target page posts appropriately

But most will discover your content in News Feed

1	Pages are a <i>source</i> , and a destination
2	Creativity and authenticity are rewarded
3	Keep content succinct, timely & visual
4	Post engaging updates 2-3 times per day
5	Host regular “Q&A” sessions

Facebook Newsfeed

How Does Facebook Choose What To Show In News Feed?

$$\text{News Feed Visibility} = * \text{I} \times \text{P} \times \text{C} \times \text{T} \times \text{R}$$

Interest Post Creator Type Recency

Interest

Interest of the user in the creator

Post

This post's performance amongst other users

Creator

Performance of past posts by the content creator amongst other users

Type

Type of post (status, photo, link) user prefers

Recency

How new is the post

* This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what's shown.

Great Facebook content is...

CDC started a Q&A.
October 15, 2014 ·

Welcome to today's Live Q&A on #Ebola. Thanks for joining us! CDC experts are here to answer your questions about #Ebola—the symptoms, the treatment, how the disease is transmitted, protecting healthcare workers, and how people can help protect themselves from infection. We are going to take as many questions as we can in the next 60 minutes of this Q&A. Let's get started.

JOIN OUR CDC EBOLA EXPERTS FOR A LIVE Q&A!

CDC Facebook
Wednesday, October 15th
4:00 to 5:00 PM EDT
www.facebook.com/cdc
WE WILL ANSWER YOUR QUESTIONS ABOUT #EBOLA

Unlike · Comment · Share

You, Don Seymour, Joel Cohen, John Cantarella and 1,617 others like this.

2,404 shares

Congressman Beto O'Rourke changed his profile picture.
February 2 at 2:25pm ·



Unlike · Comment · Share · 1,943 83 44

Mark Pocan
February 23 at 11:37am ·

Thanks to US Rep Rick Nolan for joining me on this week's Magic Mondays. Here's how a bill "magically" becomes a law.



3,977 Views

Like · Comment · Share · 114 10 39

Conversational

Ask questions; consider regular Q&A sessions hosted on politician pages


Authentic

Humanize politicians; connect with audience on an emotional level

Creative

Pop culture satire, contribute to viral memes, etc.

Great Facebook content is...

 **Congressman Beto O'Rourke**
February 25 at 9:18pm · Facebook Mentions · 🌐

I've received a number of emails inquiring about Prime Minister Netanyahu's upcoming speech to Congress. I have made the decision not to attend and want to explain why.

The U.S. - Israel relationship is critically important. I believe this speech will politicize it in a way that may create long term damage to the relationship as well as jeopardize our international leadership on the question of Iran.

By bypassing the President with their plan to address Congress next week, House Speaker John Boehner and Israeli Prime Minister Benjamin Netanyahu have done a deep disservice to the U.S. - Israel relationship. This speech, less than two weeks before national elections in Israel, will politicize something that should be beyond partisanship: our relationship with Israel and the President's prerogative on matters of foreign affairs.

The planned speech is disrespectful not just to President Obama, but to the institution of the Presidency, to this country and to the U.S. - Israel relationship. Therefore, I will not attend the Prime Minister's speech.

The ostensible reason for Prime Minister Netanyahu's address — to provide Israel's position on the international community's negotiations with Iran — shouldn't be reduced to a political stunt. The outcome of these negotiations, with a major deadline less than one month away, will determine the international community's ability to prevent Iran from developing nuclear weapons.

Israel has much at stake in the outcome of the talks with Iran. I will continue to listen to our ally. However, inviting a foreign head of state to rebut the President's position on the talks in front of Congress is not the way to do it.

I hope that Speaker Boehner and Prime Minister Netanyahu will reconsider this damaging decision so that we can welcome the Prime Minister to speak before the Congress at a future time, in the appropriate manner, and continue to strengthen the relationship between our two countries.

Unlike · Comment · Share · 👍 816 🗨️ 506 ➦ 93

Long Form

Occasional lengthy posts can be effective when carefully crafted

 **The White House**
18 hrs · 🌐

"Long before being nerdy was cool, there was Leonard Nimoy. Leonard was a lifelong lover of the arts and humanities, a supporter of the sciences, generous with his talent and his time. And of course, Leonard was Spock. Cool, logical, big-eared and level-headed, the center of Star Trek's optimistic, inclusive vision of humanity's future. I loved Spock. In 2007, I had the chance to meet Leonard in person. It was only logical to greet him with the Vulcan salute, the universal sign for 'Live long and prosper.' And after 83 years on this planet—and on his visits to many others — it's clear Leonard Nimoy did just that. Michelle and I join his family, friends, and countless fans who miss him so dearly today." —President Obama



Like · Comment · Share · 👍 65,337 🗨️ 1,734 ➦ 7,164

Timely

Schedule posts for planned events; respond quickly to breaking news

 **Mark Takano**
February 9 at 7:00pm · 🌐

How great is this? My office collected Valentines for Vets from several elementary schools in the area and I am amazed at the results!

What a wonderful way to thank our veterans. My office can't wait to drop them off on Friday.



Unlike · Comment · Share · 👍 566 🗨️ 18 ➦ 21

👍 You, Adam Conner and 564 others like this. Top Comments ▾

➦ 21 shares

Visual

Post real photos and videos to your Facebook and Instagram presences


Great Facebook content is...



Native Video


Increase engagement and visual appeal by posting video content natively on Facebook.

Examples

 **U.S. Department of Labor**
21 hrs · 🌐

Saving for retirement? Under current rules, any worker or family seeking investment advice cannot necessarily trust that the advice they receive on how to invest for their future is in their best interests, because not all advisers are required to abide by the same fiduciary standards.

We have a fix for that. Here's how we're working to better
#ProtectYourSavings



67 27 1.8k Views

Like Comment Share

Write a comment...

 **U.S. Department of Labor**
September 9 at 4:50pm · 🌐

President Obama just announced a \$175-million investment to expand apprenticeship in America. Here's why:



The Largest Apprenticeship Investment in U.S. History

Since Day One, the Obama administration has been focused on building a training and workforce system that serves job seekers and job creators alike. We're empowering people with the tools to punch ...

BLOG.DOL.GOV

333 17 213

Like Comment Share

Examples

**U.S. Department of Transportation**

Like Page

August 26 at 11:42am · 🌐

From Hope Rivenburg's tireless advocacy comes a key step forward in safer parking for America's [#truckers](#). They deliver the goods; surely we can deliver for them! <http://1.usa.gov/1NUns9j>



51 1 49

Like Comment Share

**Boynton Beach Police Department**

September 9 at 5:20pm · Edited · 🌐

We are honored to be a Beacon of Light for the [The Children's Healing Institute](#) and sponsor Gabriella's balloon. We are very proud of our partnership with this amazing organization, which supports families facing challenges and crisis to create healthier and safer relationships and homes. We look forward to this holiday season, when we will again [#fillourSWATtruck](#) with toys for children serviced by CHI! [#bbpdpride](#)



411 31

Like Comment Share

Examples



NYC Department for the Aging

September 9 at 12:28pm · 🌐

The very casually, yet stylishly dressed Che Ling Lai, 77, is a member of the Jay Hama Senior Center, at 2600 Ocean Avenue in [Brooklyn, New York](#). "I come to the center daily," he said. "I enjoy being with friends and the friendly staff at the center." - Photo by Richard Henry



👍 21

👍 Like

💬 Comment

➦ Share



NYC Department for the Aging

September 10 at 1:46pm · Edited · 🌐

Check out this amazing story from [CNNMoney](#) about our Stylin' Seniors photo series. Our seniors, from the Manny Cantor Senior Center, look and sound amazing. Deputy Commissioner Caryn Resnick is also interviewed in the piece. Let us know what you think - <http://money.cnn.com/.../nyc-stylin-seniors.cnnmo.../index.html>



Forget Fashion Week: These seniors are stylin' all year long

New York City may be known for Mercedes Benz Fashion Week. But the city's Department for the Aging is giving it a run for its money with their own fashion...

MONEY.CNN.COM | BY VANESSA YURKEVICH & ALICE YU

Examples



Erin Brockovich

12 hrs · Edited ·

A little update... after the House voted in June to repeal meat labeling laws bowing to foreign threats... the Senate Introduced a Bill in late July for Voluntary Country of Origin Labeling (COOL) Label.

Oh WOW... COOL !!!

The Stabenow-Hoeven plan would establish a voluntary "Product of the U.S." label for beef, pork, chicken, and ground meat products that are from animals born, raised, and harvested in the U.S. ... [See More](#)



1.2k 215 736

Like

Comment

Share



Toledo Police Department

4 hrs ·

Mystery solved! We have been getting some inquiries from the public on who the Officer was that pushed an older woman in her wheelchair down Ryan Road during one of the really hot days earlier this month. Turns out it was Officer Mike Mugler. Virginia, who lives in an assisted living complex, had gone a little too far that day and needed some help to get back home. Mike wheeled her all the way back in the heat of the day. Mike and Virginia reunited today during Mike's shift for a quick visit. Thanks for all you do Mike!



2.1k 147

Examples

**AARP**
14 hrs · 

The small increase could have a major ripple effect.



What You Can Expect When the Fed Raises Rates

Next week, Federal Reserve policymakers will decide on raising a key interest rate for the first time since June 2006.

BLOG.AARP.ORG | BY AARP

 74  32 

 Like  Comment  Share

**UCubed**
21 hrs · 

Ohio:



County adds new program to help the unemployed

GREENVILLE – There is a reason Darke County has low unemployment... actually several reasons. Darke County Commissioner Mike Stegall recently called local unemployment at a little under 4 percent. One of the reasons is the county's...

EARLYBIRDPAPER.COM

 93  22 

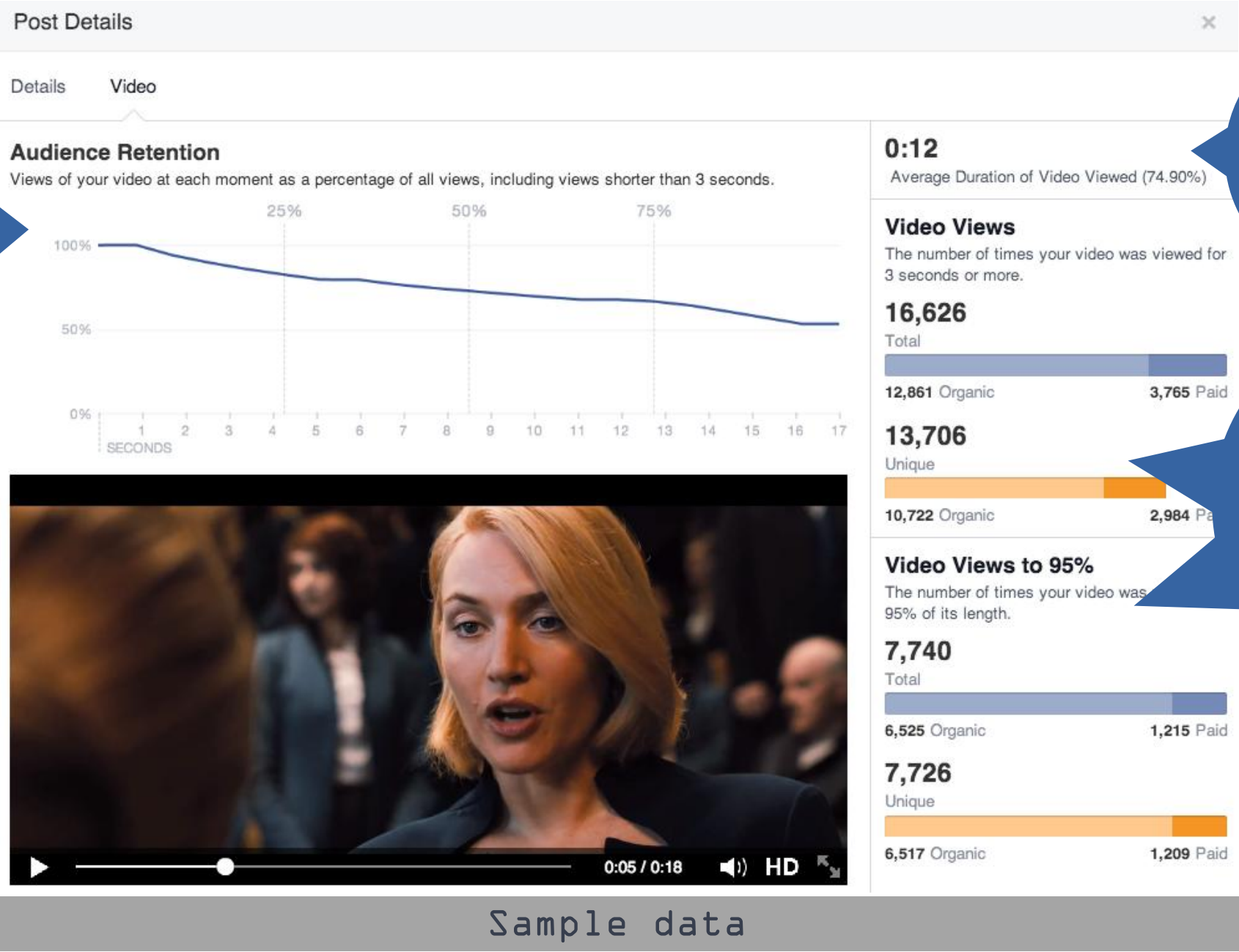
 I like  Comment  Share



Utilize Insights

Understand how people engaged with your video

Percentage of views at various moments throughout your video



Average time watched

How many people watched at least 3 seconds of your video or nearly the entire video

Page Insights

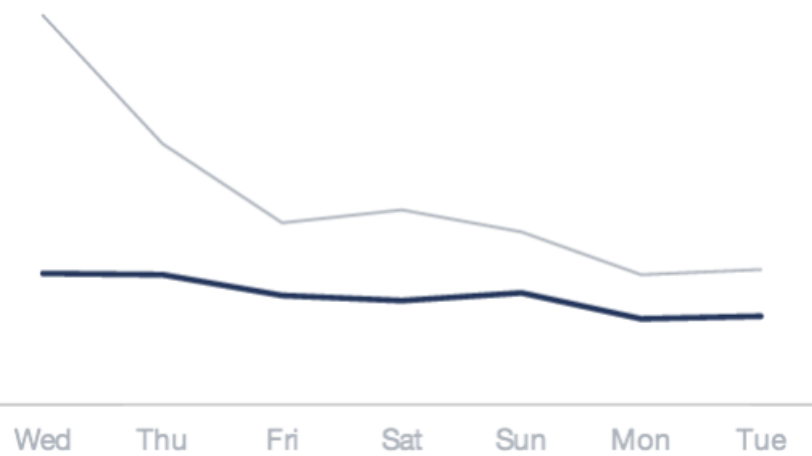
Showing data from **04/02/2014** - **04/08/2014**

Page Likes >

19.7K Total Page Likes
▲ 3% from last week

578
New Page Likes
▼ 48.4%

— This week
— Last week

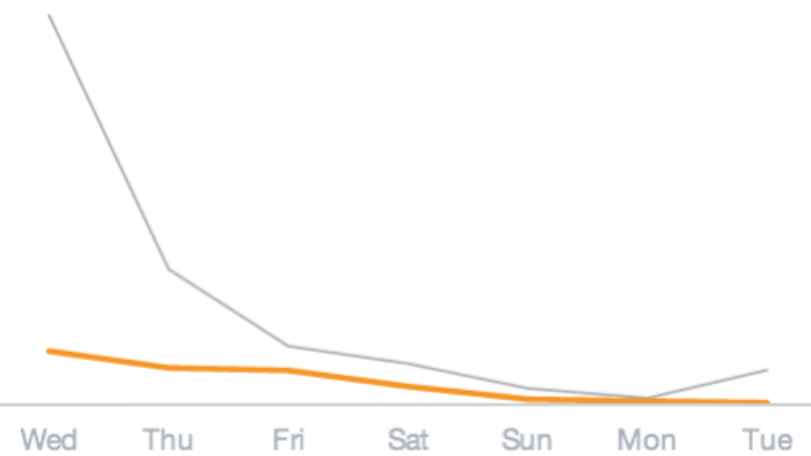


Post Reach >

37K Total Reach
▼ 87% from last week

29.6K
Post Reach
▼ 79.8%

— This week
— Last week



Engagement >

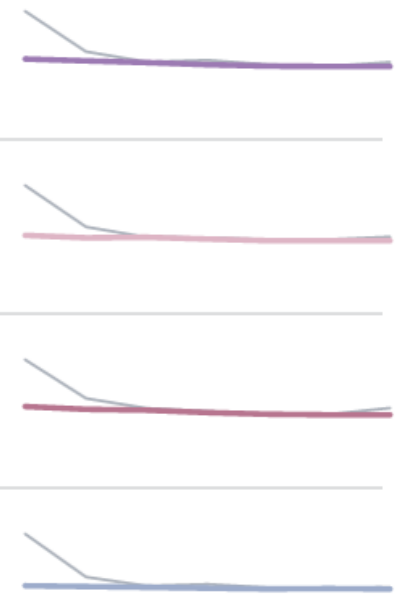
3.5K People Engaged *i*
▼ 83.1% from last week

2.1K
Likes

















































185
Comments

354
Shares

4.7K
Post Clicks *i*



Compare and measure individual posts

All Posts Published January 27, 2014 to April 26, 2014							
Reach: Fans / Non-Fans Post Clicks Likes, Comments & Shares							
Published ▾	Post	Type	Targeting	Reach	Engagement	Promote	
04/26/2014 9:28 am	 This morning, House Speaker John Boehner posted his weekly #Republican address from			6.5K	163 39		
04/26/2014 9:08 am	 Het Koninklijk Huis - the Dutch Royal Household - launched on Facebook today as part of King's Day			686	49 6		
04/24/2014 7:16 am	 Brazil President Dilma Rousseff is answering your questions right now on the Palácio do Planalto			181.6K	1.8K 2.3K		
04/24/2014 1:00 am	 Are you voting in the European Parliament elections this May? Spread the message about the			81.5K	41 503		
04/23/2014 12:55 pm	 Congratulations to the The Internet Association on being nominated for a #Webby Award! 2 days left			884	12 8		
04/23/2014 12:35 pm	 For #EarthDay yesterday, NASA - National Aeronautics and Space Administration posted a			2K	64 15		
04/23/2014 11:18 am	 Make sure to tune in tomorrow, April 24 at 9:30am CET to the EUROVISION DEBATE page where they			222.7K	492 328		
04/18/2014 2:01 pm	 In #Florida, residents are using Facebook to rally around local causes.			1.3K	22 14		
04/17/2014 1:42 pm	 Join Florida Governor Rick Scott at 6 PM tonight for a LIVE Facebook Q&A!			1.1K	39 14		
04/16/2014 2:56 pm	 Welcome to Instagram, VP! That's right - Joe Biden is the latest public figure to join Instagram.			3K	66 36		
04/14/2014 9:05 am	 Tune in TOMORROW, April 15, at 18:30 CET for a live Facebook Q&A with German politician and			913.7K	2.3K 983		
04/11/2014 2:52 pm	 Former President George W. Bush shares a picture from the #LBJ Presidential Library Civil Rights			6.8K	175 67		



Targeting and Optimization

Overview of our audience targeting capabilities



Standard
Audiences



Custom
Audiences



Lookalike
Audiences

Standard Audiences

Reach real people (not browsers) with messages relevant to them



Data
type
Intent/interest



Geographic



Lifestyle/life-stage

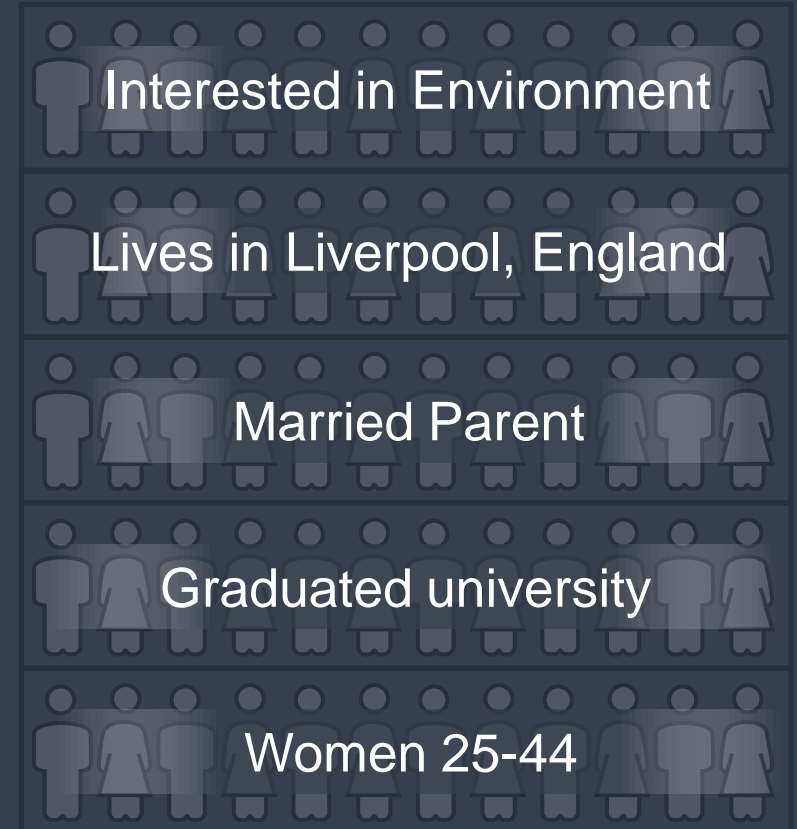


Education



Demographic

Targeting Examples



Custom Audiences

Reach your specific supporters at scale

Your
supporters'
email
addresses or
mobile numbers



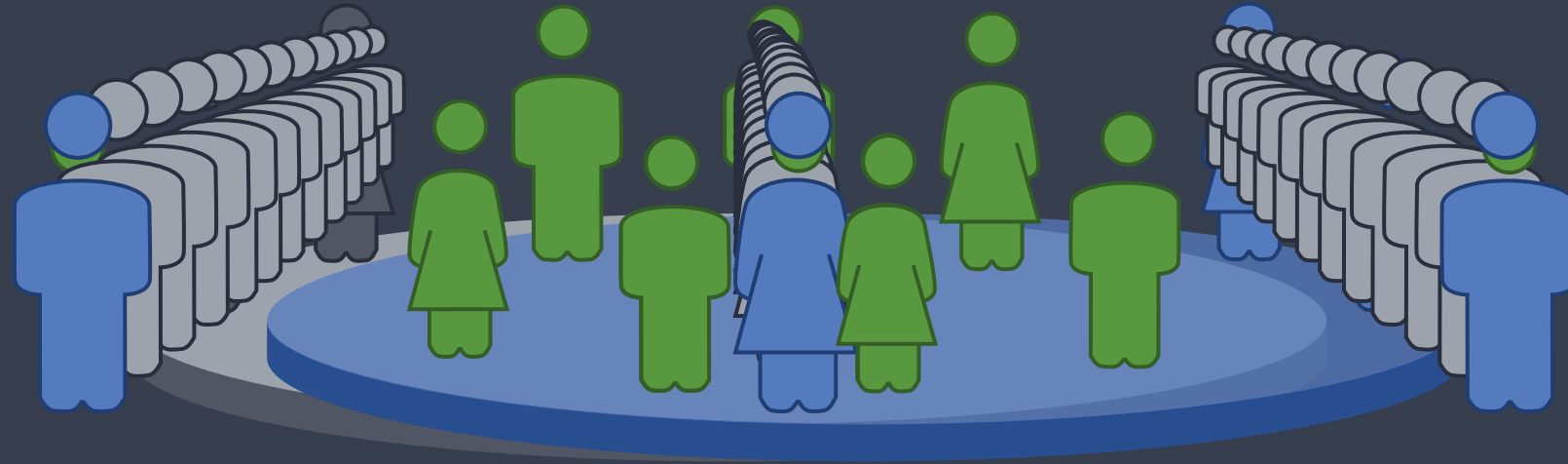
Facebook users'
email addresses
or mobile
numbers



Matched targets

Lookalike Audiences

Find more people who look like your top supporters



People who have
donated within the
last two months

People who have
volunteered in the
past six months

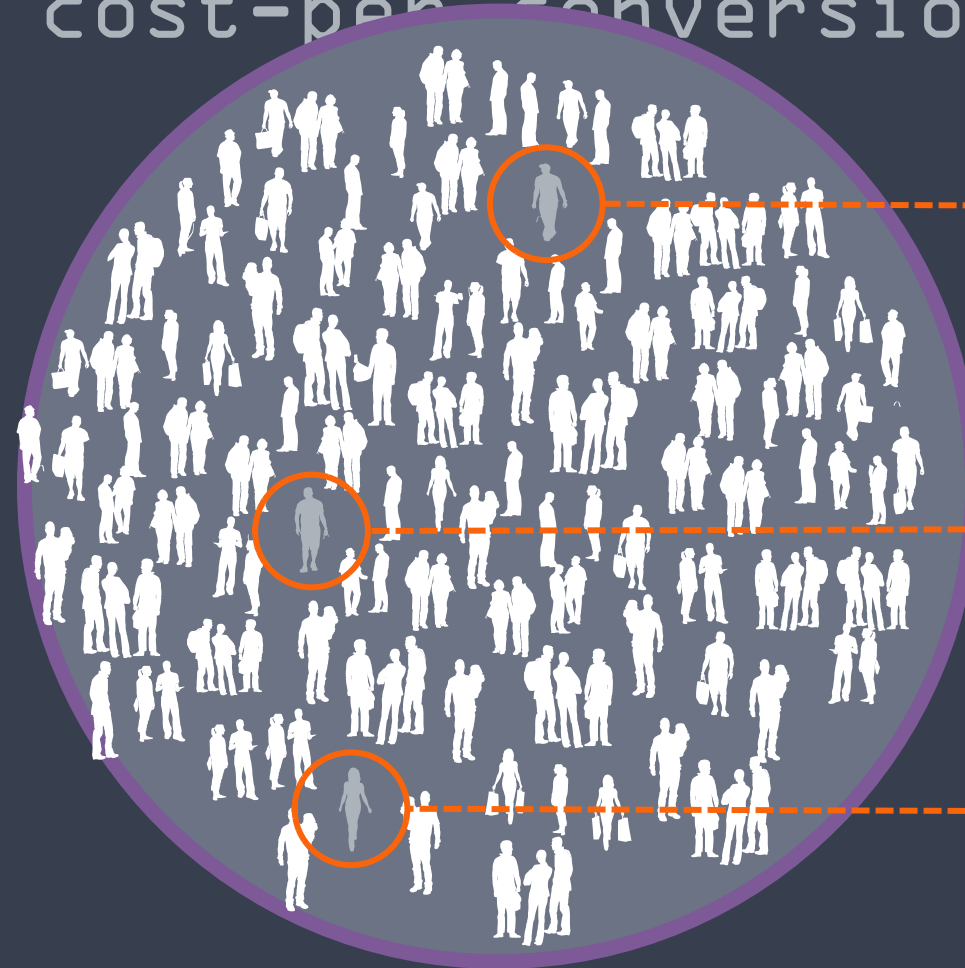
People who have
signed a petition
in the last month

and people who look like them

Use conversion pixels to optimize for real actions

Drive down your cost-per-conversion over time

Target audience



Had high historical
click-through rate

Had high historical donation
rate

Females between 25-35 are
more likely to convert



Next Steps

Next steps

1	Create a conversation calendar
2	Post both local and national content
3	Schedule a Q&A/Engage with fans
4	Post video directly to Facebook
5	Ask people to follow you on Facebook – speeches, op-eds

facebook